

APPROVED RATE CARD FOR TELEVISION COMMERCIALS AND PRINT ADVERTISEMENTS

A guide to the prevailing rates for and treatment of models and artists in Kenya

(Effective 1st January 2022 – 31st December 2023)

1. STIPULATIONS

- 1.1. The figures in the tables below are the absolute minimum that will apply.
- 1.2. Companies with a high profile, and corporate and international clients and brands will pay considerably higher fees.
- 1.3. Body exposing images/dress, alcoholic drinks, tobacco products and contraceptive products will attract a 50% surcharge to the rates.
- 1.4. Higher fees will apply when using top models or celebrities to endorse a product.
- 1.5. The terms "model", "artist" and "talent" are used interchangeably and mean the same thing in this tariff card.
- 1.6. These rates will be revised annually by 25% or by the prevailing inflation rates, whichever is higher.
- 1.7. All the fees below are for TWO-YEAR CONTRACTS ONLY. Contracts for a longer period must be negotiated. Out-right buyouts may also be negotiated separately.
- 1.8. Contracts for one year buyout will be quoted on a case by case basis.
- 1.9. Campaigns for less than 12 months will be calculated at 75% of the relevant rate.
- 1.10. All rates are for one campaign/execution. It is presumed that each shoot is for a single campaign unless otherwise indicated prior to signing of contract.

2. BUYOUT REGIONS

- 2.1. East Africa includes Kenya, Uganda, Tanzania, Rwanda and Burundi
- 2.2. Pan Africa includes any African country in addition to the 5 countries which make up East Africa (thus East Africa plus one or more other African countries), or any 6 or more African countries
- 2.3. Global includes any region beyond Africa, internet usage, website usage

TELEVISION COMMERCIALS

1. DEFINITION OF ROLES

- **Principles:** Lead or hero or main character or bearer of the message
- **Semi-principles:** This role directly supports the principle. Minimal difference in payment
- **Featured:** Fill-up artist whose features are distinctly visible. This is a non-verbal role. A Featured artist with a speaking role automatically qualifies as a Semi-Principle.
- **Extras:** Fill-up artist whose features **ARE NOT DISTINCT**. This is a non-speaking role. An Extra with a speaking role will automatically be upgraded to the role of a Featured artist.

2. TELEVISION COMMERCIAL RATES (IN KES PER PERSON):

		Kenya	East Africa	Pan Africa	Global
If alone in commercial	Minimum	150,000	300 000	450 000	600 000
Principles	Minimum	80,000	160 000	240 000	320 000
Semi-principle	Minimum	60 000	120 000	180 000	240 000
Featured	Minimum	50 000	100 000	150 000	200 000
Extras fewer than 20 Pax	Minimum/Day	15 000	15 000	15 000	15 000
Extras more than 20 Pax	Minimum/Day	5 000	5 000	5 000	5 000

NOTE:

- The above rates are based on a scheduled one-day shoot (one day being counted as within 12 hours from call time until wrap).
- If the shoot is scheduled for more than one day, a daily rate of KES 10,000 should be paid on top of the original figure for Principles and KES 5,000 for Semi-principles and Featured.
- Extras should be paid double as soon as 8 hours are exceeded.

3. TELEVISION COMMERCIAL PILOT PROJECT RATES (IN KES PER PERSON):

These will be paid in cash up-front

		Kenya	East Africa	Pan Africa	Global
If alone in commercial	Minimum	38 000	75 000	112 500	150 000
Principles	Minimum	20,000	40 000	60 000	80 000
Semi-principle	Minimum	15 000	30 000	45 000	60 000
Featured	Minimum	13 000	25 000	38 000	50 000
Extras fewer than 20 Pax	Minimum/Day	4 000	4 000	4 000	4 000
Extras more than 20 Pax	Minimum/Day	1 500	1 500	1 500	1 500

4. CHILDRENS FEES

Children above the age of 4 years	Same as the adult rate above
Children 4 years and below	75% of the rates above except when they are used as the principal whereupon they will attract the same rate as an adult.

5. CHAPERONES

This refers to Baby-sitters, parents and guardians for children aged 4years and below.

	Nairobi	Out of Nairobi, within the country	Overseas
Chaperone minimum	5 000	8 000	15 000

6. WARDROBE

Fees for use of models own wardrobe (in KES per item)

Item	Full Outfit	Single Item	Damage	Alteration
Minimum payment	2 000	1 000	Full reimbursement	Full payment

NOTE:

- Wardrobe fees will be paid directly to the model or the agency, but must be paid on the day of the shoot.

7. PROPS

Artist's personal props e.g. umbrellas, briefcases, sunglasses etc.

Minimum KES 500 per prop per day or 10% of the value of the item, whichever is higher

NOTE:

- Prop fees will be paid directly to the model or the agency, but must be paid on the day of the shoot.

8. HAIR AND NAILS

Any alterations or changes in the style of either hair or nails must be provided for or reimbursed e.g. braids or extensions, relax hair, shave etc.

9. RENEWALS

TVC renewals incur a 25% increase in original usage fees, or the prevailing rates, whichever is higher.

10. SERVICE CHARGE/CASTING FEE

A 10% Casting Agent service fee will be levied on each job.

PRINT ADVERTISEMENTS

The breakdown is based upon the number of people appearing in the advertisement, (see grouping index).

1. GROUPING INDEX

G1: 1 person

G2-5: 2 – 5 people

G6 +: 6 or more people

2. CATEGORY DEFINITIONS

2.1. OUTDOOR

- Billboard
- Banners
- Wall branding

2.2. MOVING IMAGES

- Vehicle Branding
- T-shirt branding

2.3. POINT OF SALE ADVERTISEMENTS (POS)

- L.E.D (Light Emitting Diode) screens
- Signage at premises
- In-store branding

3. PRINT ADVERTISEMENT RATES:

- Kindly note all stipulations indicated with each specific category
- All rates are in Kenya Shillings KES

1) ALL PRINT INCLUDING OUTDOOR ADVERTISING (NOT INCLUDING MOVING IMAGES)

Minimum fee per model	250 000
For moving images	Add 20%

Renewals incur a 10% raise in original usage fees.

2) ALL PRINT EXCLUDING OUTDOOR ADVERTISING

Minimum fee per model	150 000
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Renewals incur a 25% raise in original usage fees.

3) BILLBOARDS ONLY

	Kenya	East Africa	Pan Africa	Global
G1	150 000	300 000	450 000	600 000
G2-5	100 000	200 000	300 000	400 000
G6 +	60 000	120 000	180 000	240 000

Renewals incur a 25% raise in original usage fees.

4) TRAFFIC ADVERTISING/MOVING IMAGES (VEHICLE BRANDING I.E. IMPRINTS OR POSTERS ON VANS, TRACKS, CARS ETC)

G1	Minimum KES 200 000
G2-5	Minimum KES 120 000 each
G6 +	Minimum KES 90 000 each

Renewals incur a 25% raise in original usage fees.

5) POSTERS – POINT OF SALE ONLY, UP TO A1 SIZE

All individuals are equally prominent on this size of poster meriting equal pay

	Kenya	East Africa	Pan Africa	Global
Minimum	50 000	100 000	150 000	200 000

Renewals incur a 25% raise in original usage fees.

6) PRESS ADS (MAGAZINES AND NEWSPAPERS ONLY)

All individuals are equally prominent on this size of poster meriting equal pay

	Kenya	East Africa	Pan Africa	Global
Minimum	50 000	100 000	150 000	200 000

Renewals incur a 25% raise in original usage fees.

7) POINT OF SALE MATERIAL

Flyers, danglers or small freestanding cardboard posters up to A1 size

	Kenya	East Africa	Pan Africa	Global
Minimum	50 000	100 000	150 000	200 000

Renewals incur a 25% raise in original usage fees.

8) POINT OF SALE MATERIAL LARGER THAN A1 SIZE

	Kenya	East Africa	Pan Africa	Global
G1	150 000	300 000	450 000	600 000
G2-5	100 000	200 000	300 000	400 000
G6 +	60 000	120 000	180 000	240 000

Renewals incur a 25% raise in original usage fees.

9) BROCHURES

Includes Hotel and Company brochures and pamphlets, and Company annual reports

Minimum	30 000 per model for a buy-out period of maximum 2 years
Daily rate	15 000 on top of buy-out fee

Renewals incur a 25% raise in original usage fees.

10)CALENDARS

Minimum 50 000 per model per page

Renewals incur a 25% raise in original usage fees.

11)PACKAGING (BRANDING)

	FMCG (Fast Moving Consumer Goods)	Non - FMCG
Minimum per model	1,000,000	500 000 Buy out period 2 – 5yrs

Renewals incur a 25% raise in original usage fees.

12)WEBSITES

The fee will depend on the nature of the website, the number of hits it receives, the number of pages on the site etc.

Minimum 80 000

Renewals incur a 25% raise in original usage fees.

13)USAGE OF BODY PART SUCH AS HANDS/EYES/LEGS

Minimum 10 000

Renewals incur a 25% raise in original usage fees.

COMBINATIONS OF ALL ABOVE RATES (BLOCK PRICING)

- All rates are in Kenya Shillings KES
- Rates are per model

1. TVC & PRESS & POSTERS

	Kenya	East Africa	Pan Africa	Global
Principle	120 000	240 000	360 000	480 000
Semi-principle	90 000	180 000	270 000	360 000
Featured	75 000	150 000	225 000	300 000

2. TVC & PRESS & POSTERS & INTERNET

	Kenya	East Africa	Pan Africa	Global
Principle	180 000	360 000	540 000	720 000
Semi-principle	135 000	270 000	405 000	540 000
Featured	113 000	226 000	339 000	452 000

3. TVC & BILLBOARD

	Kenya	East Africa	Pan Africa	Global
Principle	120 000	240 000	360 000	480 000
Semi-principle	90 000	180 000	270 000	360 000
Featured	75 000	150 000	225 000	300 000

4. TVC & ALL PRINT

	Kenya	East Africa	Pan Africa	Global
Principle	200 000	400 000	600 000	800 000
Semi-principle	150 000	300 000	450 000	600 000
Featured	125 000	250 000	375 000	500 000

5. TVC & ALL PRINT & BILLBOARD

	Kenya	East Africa	Pan Africa	Global
Principle	280 000	560 000	840 000	1 120 000
Semi-principle	210 000	420 000	630 000	840 000
Featured	175 000	350 000	525 000	700 000

6. TVC & ALL PRINT & BILLBOARD & INTERNET

	Kenya	East Africa	Pan Africa	Global
Principle	350 000	700 000	1 050 000	1 400 000
Semi-principle	263 000	526 000	789 000	1 052 000
Featured	219 000	438 000	657 000	876 000

7. ALL PRINT

	Kenya	East Africa	Pan Africa	Global
Principle	160 000	320 000	480 000	640 000
Semi-principle	120 000	240 000	360 000	480 000
Featured	100 000	200 000	300 000	400 000

8. ALL PRINT & BILLBOARD (OUTDOOR)

	Kenya	East Africa	Pan Africa	Global
Principle	250 000	500 000	750 000	1 000 000
Semi-principle	188 000	376 000	564 000	752 000
Featured	157 000	314 000	471 000	628 000

9. 360° CAMPAIGN

	Kenya	East Africa	Pan Africa	Global
Principle	1.5 m	3m	4.5m	6m
Semi-principle	1 125 000	2 250 000	3 375 000	4 500 000
Featured	938 000	1 876 000	2 814 000	3 752 000

• CHILDRENS FEES

Children above the age of 4 years	Same as the adult rate above
Children 4 years and below	75% of the rates above except when they are used as the principal whereupon they will attract the same rate as an adult.

• RE-SHOOTS

First reshoot	Free (same location and campaign)
Subsequent reshoots	25% fee of the principle amount

Note: Payment for re-shoot to be paid in cash on the day of the shoot.

TERMS AND TREATMENT FOR CASTING AGENTS AND MODELS

1. FOOD AND TRANSPORT WILL BE PROVIDED FOR ALL CAST ON PRINT SHOOTS
2. CASTING FEES

- This fee is applied to the actual search for artists who may not exist in Casting Agency files and/or for conducting the casting session.
- Casting Director fee will be minimum KES30 000, depending on the complexity of the job.
- The casting fee is due in full after the final selection of cast and prior to the day of shoot.

3. REQUEST FOR ADEQUATE BRIEF

We kindly request that you provide us with a complete Brief/Storyboard before any casting is undertaken.

4. LPO

We kindly request that you provide us with an L.P.O before any casting is undertaken.

IN REGARD to WITHOLDING TAX– THE CERTIFICATE SHOULD BE ISSUED WITH THE PAYMENT. THIS CERTIFICATE IS ISSUED BY THE ADVERTISING AGENCY/PRODUCTION HOUSE AND NOT BY K.R.A SO NO DELAYS ARE JUSTIFIED.

5. AUDITIONS

- People who attend auditions with friends or family that are registered with an agency will be considered to belong to that agency for that specific job should they be selected.
- Please note that models shall not put their telephone numbers on casting sheets unless by prior arrangement with the agents. Unfortunately, models are being contacted directly by some unscrupulous clients following attendance of auditions.

OTHER CONSIDERATIONS

In order to enable casting agents/directors serve you better, kindly consider the following:

1. Please fax or send **in writing** the casting brief, storyboard, artists' rates and casting rates **before** requesting cast. This will help Casting Agents to fully prepare the artists before auditions and eliminate confusion as to the artist's role (i.e. principal, extra etc).
2. Please prepare a **separate L.P.O** for casting (due in with the brief before cast is sent in).
3. Please prepare a **separate L.P.O** for the artists with specifications on usage and fees, upon final selection of cast (due prior to the day of the shoot).
4. Please provide transport from a convenient location if you require artists on set before 8:00am or if the location is over 7 Km out of Nairobi city center.
5. Please strive to give a minimum of **two working days notice** (a working day is 8:00am – 5:00pm) before calling Casting Agents to send in cast for auditions.
6. Please strive to give at least **two working days notice** before asking Casting Agents to send cast for a shoot.
7. Please strive to schedule shoots for children on the weekend or holidays.
8. A representative of the casting or modeling agency must be permitted to be present during casting and/or on set when their artists are shooting.
9. Please do not make payments to the artists on set (no matter how small the amount) **apart from wardrobe fees**. All payments should be made directly to the Agencies that provided you with the artist(s).
10. Please be specific about how many days the shoot will take and how many hours the talent will be required on set. This shall be established before the shoot. Over-time due to technical or weather hitches must be paid for at a rate of KES 10,000 per day for principals, semi-principles and featured artists, and at the daily rate agreed for extras.
11. Food and soft drinks must be provided to all cast when on location including print jobs.
12. **A 25% fee will be applicable for any work undertaken by a model that is then rejected by the client.**
13. Travel days are charged at 50% of the daily rate.
14. Model Release forms shall be presented to the Casting Agency in advance of the job. Models should always sign Model Release forms prior to shooting. **Model release forms must be specific as to the image and region usage, and applicable payments.**

15. **MODELS AND CASTING AGENCIES MUST BE SUPPLIED WITH COPIES OF ALL MODEL RELEASE FORMS IMMEDIATELY AFTER THE SHOOT for record keeping and future reference.**

16. Fees shall be paid on completion and approval of the job by the client, but must be settled within 30 days of invoicing. On no account shall material be aired or published before the talent has been paid.

TARIFFS FOR VOICE OVERS, AND SCREEN ACTORS (TV AND FILM) ARE LAID OUT SEPARATELY

If not attached to this document, kindly request through this email address:
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